



OH-Leuven FC case study

How to improve data acquisition
through gamification



Start of the Journey

OH-Leuven FC and Blocksport have partnered to enhance the Belgian club's ability to gather data on their fan base by improving fan engagement.

Goals of the project:

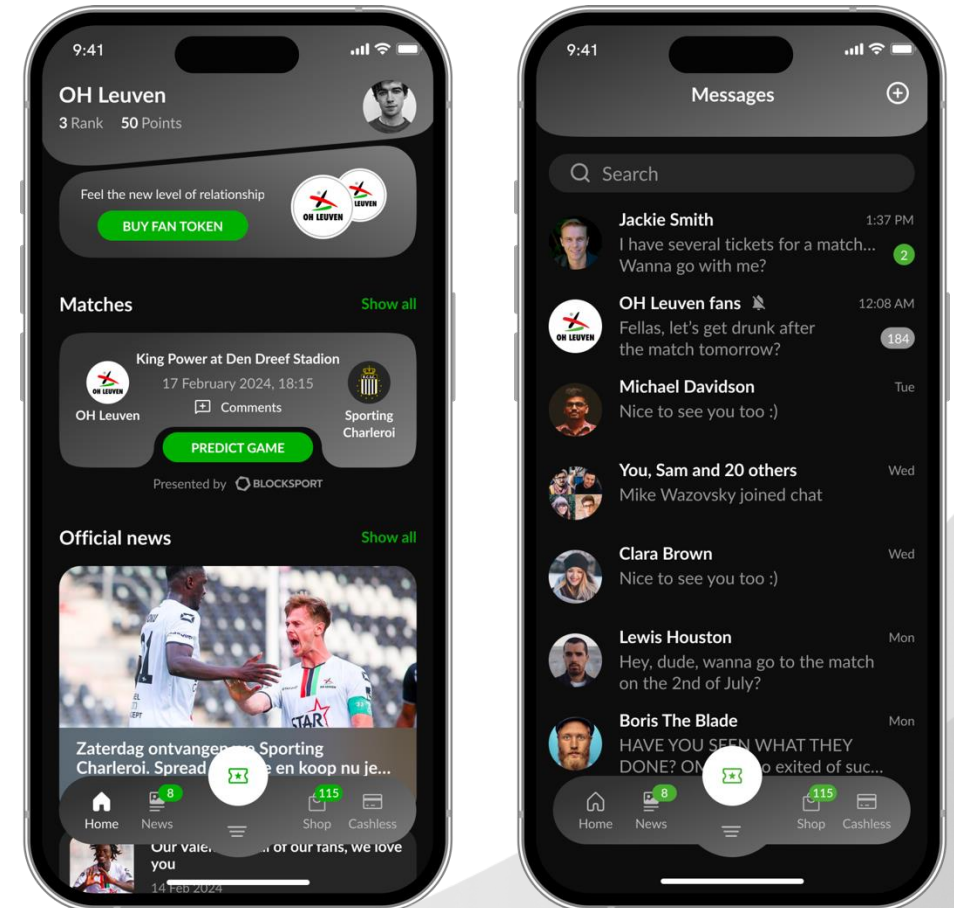
- Increase the verified data of the fans
- Make fans digitally engage with club on a weekly basis
- Create a unified digital space for the fans
- Switch to own cashless payment solution on the stadium



The Fan App

The fan app became the first part of the ecosystem to create a **unique space where fans can interact with the club and each other.**

We delivered all the functionality to inform and engage the fans, including a gamification system with fan missions, fan points, and leaderboards to enhance fan engagement and their connection with the club.

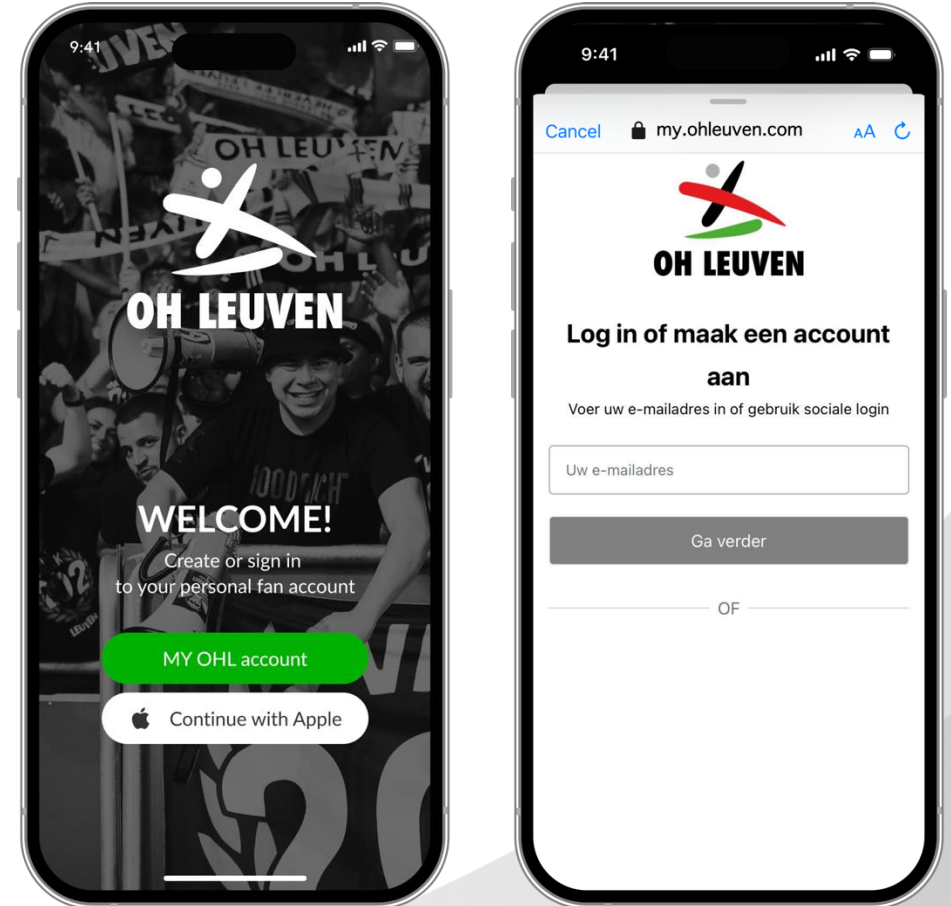


Unique solutions in app - SSO

Goal: Implement Single-sign-on solution to allow fans to login with one account in app and on the website

Solution: Enable redirect to SSO portal for user login in the app and then enable this login inside the app

Results: 11 500 users logged in through SSO and their OHL accounts



Unique solutions in app – Cashless payment

Goal: Allow fans to pay with app on the stadium using internal cashless solution

Solution: Implemented 2 integrations to make top up of cards and monitor balance, so the fans can add cash, check the balance and pay at the stadium

Results: **2970 registered cards** and **72 340 EUR** in cards top ups



Key Metrics — App Engagement

Since its launch, the app has revolutionized the club's approach to fan engagement and commercial interactions. It has significantly increased app visibility, strengthened fan loyalty, and provided the tools necessary for sustained growth in the digital era. By combining enhanced engagement with effective data-driven strategies, the club is now well-positioned to build lasting relationships with its supporters while unlocking new revenue streams that will ensure its continued success.

307 000

Engagements

50 000+

Session

69%

Opt-in rate
(users who agreed
to share their data)

4,5

**Current
rating**

85%

**Positive
reviews**

Year-to-Year growth

2023

4675

Downloads

1320

MAU

699

WAU

58%

Opt-in rate
Fans with verified
personal data

2024

5578

Downloads

+97%

2620

MAU
Monthly active users

+98%

1376

WAU
Weekly
Active users

+97%

73%

Opt-in rate
Fans with verified
personal data

Fan app loyalty program

With the loyalty program inside the app, we allow fans to share their data in a gamified way. It combines fan missions, fan points, and fan ratings.

In fan missions, they need to share some data or take action in the app to complete them. This is how fans receive points and move up the leaderboard, allowing them to enjoy benefits from the club.

97%

Earned fan points

94%

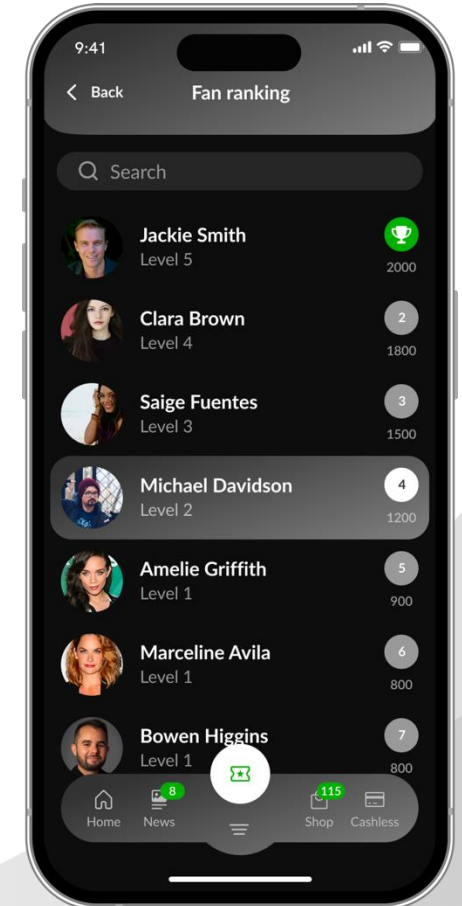
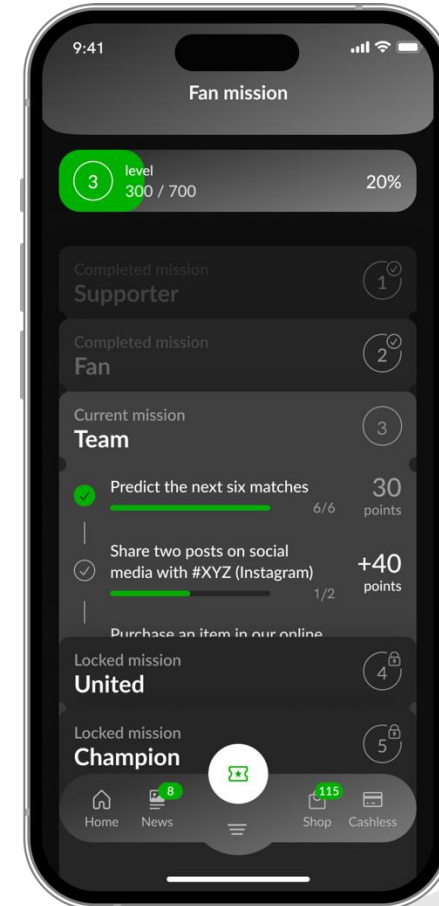
Started fan missions

92%

Completed fan missions

87%

Completed second fan missions

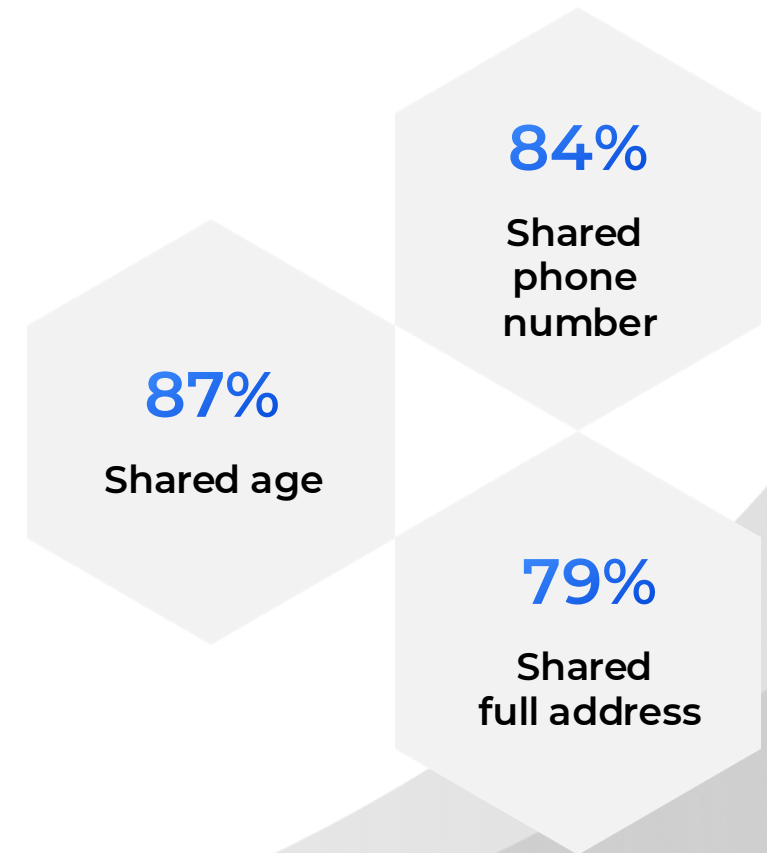


Key Metrics — Fan Data acquisition

Since the app went live, we have achieved significant results in data acquisition, detailed analysis of this data, and verification processes that provide invaluable resources for the club's commercial strategies.

By leveraging advanced analytics tools and user-friendly dashboards, we have been able to collect and process vast amounts of fan data, including demographic, behavioral, and transactional insights.

This comprehensive dataset enables the club to better understand its audience, identifying key trends and preferences that were previously inaccessible.



App vs website engagement

Website

59%

Engagement rate

1m33s

Average
session
duration

2.1

Pages per
session

App

92%

+33%

Engagement rate

2m

+29%

Average session
duration

3.2

+35%

Screens per
session

Case Study Highlight — 3rd kit voting in app

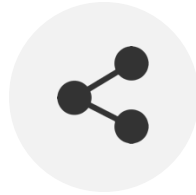
One of the great examples of fan engagement in the app is the voting for OH Leuven's third kit.

The club designed several options together with fans and AI, and the winner was selected by open voting inside the app, providing a unique experience for every fan app user.

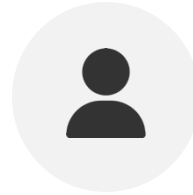


Before and after

Before



Fans could interact with club only through social media and website



No feedback from fans



Engagement rate



Fans with verified personal data

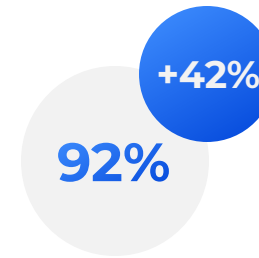
After



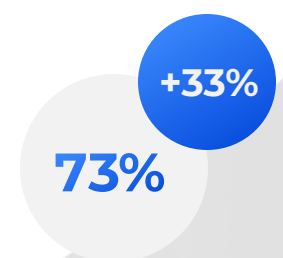
Universal digital space for fans to engage with each other and club



Positive feedback from fans on new ability to engage



Engagement rate



Fans with verified personal data

Key Data Acquisition results

We are proud of the results we have achieved and the goals we have accomplished, as outlined by the club at the start of our partnership.

We have significantly increased the amount of verified fan data, enhanced weekly engagement with the club, and improved commercial processes through cashless payments.

9253

Users

20%

**Users who
use app
weekly**

69%

**Users shared
their personal data**

40%

**Users who
connected
payment card**

€72 350

**Card top ups
for cashless
payment**



**WEB3
MADE
EASY**